

**Expanding Access to
Consumer Health Electronic Resources
in Iowa City and Rural Johnson County, Iowa**

**Quarterly Report
November 2001 – January 2002**

Iowa City Public Library
123 South Linn Street
Iowa City, Iowa 52240
319/356-5200
319/356-5494 (FAX)
<http://www.icpl.org>

Kara Logsden, MA
Community and Audiovisual Services Coordinator
klogsden@icpl.org
319/356-5200 ext. 155

Maeve Clark, MA
Information Services Coordinator
mavclark@icpl.org
319/356-5200 ext. 135

Progress Report: Project Objectives

- **Build on the objectives of the Health Info Iowa project (www.healthinfoiowa.org) to deliver effective consumer health information services and resources to the local community.**

Project team members continue to meet. Goals are reviewed and work continues. Planning for programs has begun and staff worked toward setting-up training schedules. The project received good publicity in January and we have found new ways to integrate project goals into new projects not initially planned. An example of this is the Quack Alert program planned for March 2002.

In January Grant Wood Area Education Agency invited Iowa City Public Library to participate in a month-long program “Building a Community of Readers” program, funded by Humanities Iowa, promoting literacy in our community [\(<http://www.aea10.k12.ia.us/communityofreaders>.](http://www.aea10.k12.ia.us/communityofreaders) This invitation came just after the Kaiser Family Foundation released their report in December 2001 entitled: Generation Rx.com: How Young People Use the Internet for Health Information (<http://www.kff.org/content/2001/20011211a/>).

Based on this report we determined that Internet Health Literacy training was needed for teenagers. Course curriculum was developed and the training will be held on March 6th and 7th, 2002. Press releases were sent as well as invitations to principals, teachers, and media specialists at all school districts within Johnson County. The press release is included in Appendix I.

- **Create special pages and links on ICPL’s Web page that assist patrons to easily access peer-reviewed resources. An emphasis will be placed on**
 - ✓ **MEDLINE*Plus***
 - ✓ **clinicaltrials.gov**
 - ✓ **Iowa Consumer Health Information Project Web resources**
 - ✓ **Iowa City Public Library electronic resources**

The web pages have been created and Maeve Clark is working with ICPL Systems Department and Webmaster to add the pages to ICPL’s website.

- **Offer consumer health training classes in ICPL’s computer classroom.**

Todd Brown finished writing the outline for the in-house Internet Health classes and trained ICPL librarians for how to conduct this training for patrons who sign up for the classes. The first Internet Health classes were offered to the public and we received constructive feedback.

- **Sponsor two educational programs related to health promotion.**

Jeanette Carter scheduled dates for presentation on health issues in retirement to be held on May 8th at 2:00. The presentation will be given by Geri Hall, Associate Professor of Nursing at the University of Iowa College of Nursing. The presentation will be held in Meeting Room A at the Iowa City Public Library, cablecast live on The Library Channel, and taped for delayed cablecast.

Kara Logsden met with staff from the Iowa City Community School District to begin planning for two educational programs to be held on April 9th and 16th at 7:00 PM. School staff identified Substance Abuse as a topic of high relevance with students and teachers. Final plans are in progress - tentatively the April 16th program will be similar to the Quack Alert training. The presentations will be held in Meeting Room A at the Iowa City Public Library, cablecast live on The Library Channel, and taped for delayed cablecast.

Offer Internet accessible computers and training for one retirement residence, one community residential facility, one senior center, and two community neighborhood centers that receive outreach services from ICPL.

Four of five computers were installed at the outreach sites and wiring was updated to connect computer to the Internet. Both neighborhood centers had extensive re-wiring projects for other computers and the timing of adding project computers worked well. Unfortunately there were several delays with connecting Oaknoll Retirement Residence because of the holidays and Mediacom's area service changes. Calls were made to establish class schedules at the outreach sites.

Promote the project to the community.

Press releases were issued and articles appeared in both of Iowa City's daily newspapers.



Library will expand access to health information

By Kathryn Howe
Iowa City Press-Citizen

A \$40,000 grant from the National Library of Medicine will help the Iowa City Public Library expand the public's access to reliable electronic health information, a library official said Friday.

The project's goal is to improve the health of Iowa City and Johnson County residents by providing access to high-quality consumer health resources, both within the library and through outreach collections at 14 sites throughout the community.

"There are such good health resources available,

and we as patients have to take a more proactive role in our health care," said Kara Logsden, the library's community and individual services coordinator who is helping spearhead the project.

"We want to give people good tools so they know how to access quality information for their benefit," Logsden said.

Specifically, the project will:

- Build on the objectives of the Health Information Iowa project (www.healthinfoiowa.org) to deliver effective consumer health information services and

Class to direct teens how to use Internet for health

Iowa City Press-Citizen

Students in grades seven through 12 are invited to attend a hands-on class to help them find and evaluate good health information on the Internet.

Quick Alert: Internet Health Library for Teens is scheduled for 7 p.m. March 6 and 11 a.m., 1 p.m. and 3 p.m. on March 7, which is an Iowa City School District in-service day.

The programs will be held in the Iowa City Public Library's computer training

room, Meeting Room D. Pre-registration is required. Call the audiovisual desk at 355-0300, ext. 125, to register.

Last month, the Kaiser Family Foundation (www.kff.org) released a report, *Generation Rx.com: How Young People Use the Internet for Health Information*, that presented a view into teenagers' thoughts about the Internet and its use.

Although 75 percent of youths surveyed use the Internet to find health information, teens also reported that they were unsure if they could trust the information

found.

As part of the Grant Wood Area Education Agency's Building a Community of Readers project and the library's grant from the National Library of Medicine, the library will present these classes for teenagers to learn how to find good health information online and assess its quality.

For more information, contact Kara Logsden at 355-0300, ext. 120. Any questions about this and other programs associated with the library grant can be directed to the audiovisual desk.

Health

From 3A

resources, Logsden said the grant would help implement the state project at a local level.

- Create special pages and links on the Iowa City Public Library's Web page that assist patrons in easily accessible, peer-reviewed resources. An emphasis will be placed on MEDLINEplus, ohiohistory.ohio.gov, Iowa Consumer Health Information Project Web resources and the library's own electronic resources.
- Offer consumer health training classes in the library's computer classroom. Currently, the library offers two Web training classes per month. One of those

each month will focus specifically on electronic health resources.

- Sponsor two educational programs — retirement health and substance abuse issues — that involve health promotion.
- Offer Internet access to computers and training for one retirement residence, one community residential facility, one senior center and two community neighborhood centers that receive outreach services from the public library.
- Promote the project to the community.

Project partners include the Iowa City Senior Center, Oakleaf Retirement Residence, Chatham Oaks, the Pleasant Ridge Neighborhood Center and the Broadway Neighborhood Center. Community partners have computers installed and running for

the project.

Sue Freeman, director of the Pleasant Ridge Neighborhood Center, said the Neighborhood Centers of Johnson County work with infants to grandparents, so the needs of clients vary greatly. It can be difficult for one staff person to know all the answers, Freeman said, and she expects the project to be a great benefit. In addition to computers, the centers have been furnished with medical reference guides.

"For us, it's really a thrilling opportunity to empower families, to educate families and ourselves on how to use the Internet to get the most accurate information quickly," Freeman said. "It's a great opportunity to learn what's out there. I'm excited to see what comes of it."

This article is also available on-line at <http://www.press-citizen.com/news/012602libraryexpand.htm>

Jeanette Carter spoke to a group at University of Iowa Hospitals and Clinics about our project and health resources available at Iowa City Public Library and on the Internet. A handout was created and will be used at future presentations in the community. Handout is included in Appendix II.

The Iowa City Public Library's 30-second paid advertisements continue to play on Iowa City cable television channels and posters are still up in downtown Iowa City information kiosks. In addition, Kara Logsden wrote an article about the project for the February/March Window – a publication of the Iowa City Public Library Friends Foundation.

Progress Report: Elements of the Project

1. **Establish links through the Library's Web page for easy access to consumer health information resources.**

Links have been prepared and will be added to ICPL's website.

2. **Identify core consumer health books for outreach sites.**

Complete.

3. **Train ICPL information services librarians to provide consumer health information services.**

Complete

4. **Order and install 5 computers at outreach collection sites.**

5 Computers are received and tested, 4 are installed.

5. **Create training curriculum for in-house and outreach site training. Staff will create the training curriculum and test it using ICPL staff. In addition to training, regular "office hours" will be staffed at the outreach sites so individuals can drop in for personalized service.**

Complete.

6. **Create survey instruments to collect data.**

Complete.

7. **Create a television program for The Library Channel to promote the project.**

In progress.

8. **Create an advertising campaign for local media to promote the project.**

In progress – elements were incorporated into ICPL paid advertising.

9. **Create an ICPL display to promote the project**

In progress.

10. **Create a display for the Iowa City Area Chamber of Commerce Business Fair and Johnson County, Fair.**

Summer '02 – Fair Booth reservation was mailed in February.

11. **Plan a program related to a consumer health information topic for the public to be held in Meeting Room A, cablecast live on The Library Channel, and videotaped for re-cablecast.**

Planning is in progress.

12. **Plan a half-day workshop for all staff at ICPL outreach collections regarding accessing consumer health information resources and other ICPL resources.**

Planning is beginning

13. **At the conclusion of the project, analyze data and report project outcomes and results.**

'03

PROBLEMS ENCOUNTERED AND SUGGESTIONS FOR PROJECT MODIFICATION

The major problem encountered was installing the computers and connecting them to the Internet. The computer installation at the neighborhood centers was delayed due to a re-wiring project of their facilities. We did not anticipate this project. Installing and connecting the Oaknoll computer was delayed because Mediacom was busy with an overbuild project of the city's cable television system. We also encountered work slow down due to vacations and the holidays.

We have also encountered problems getting the web pages established but hope to get this finished shortly.

At this time we do not propose any major modifications except for an update of the timeline based on more realistic timeframes for completing work.

Appendix I: Press Release from the Iowa City Public Library:

For immediate release - please forward information to others as appropriate.

Contact: Kara Logsdon, Community and AV Services Coordinator, 356-5200 ext. 155

Students in Grades 7 through 12 are invited to attend:

Quack Alert: Internet Health Literacy for Teens

A one-hour hands-on class to help teens find and evaluate good health information on the Internet

The class will be offered at four times:

Wednesday March 6, 2002
7:00 PM

Thursday March 7, 2002
(Iowa City School District In-service Day)
11:00 AM, 1:00 PM and 3:00 PM

Iowa City Public Library, Meeting Room D
Pre-registration is required - Call the AV Desk at 356-5200 ext. 125

In December 2001, the Kaiser Family Foundation (<http://www.kff.org/content/2001/20011211a/>) released a report entitled Generation Rx.com: How Young People Use the Internet for Health Information. The report gave a fascinating view into teenager's thoughts about and use of the Internet. Although 75% of youths surveyed use the Internet to find health information, teens also reported that they were not sure if they could trust the information found on the Internet.

In response to the Kaiser Family Foundation report, and as a part of Grant Wood Area Education Agency's Building a Community of Readers project <<http://www.aea10.k12.ia.us/communityofreaders>> (funded by Humanities Iowa) and the Library's sub-contract with the National Library of to expand access to health information sources on the Internet, the Iowa City Public Library will present hands-on classes for teenagers to learn how to find good health information online and assess the quality of the information. Classes will be held in Iowa City Public Library's computer training room. Pre-registration is required by calling the AV Desk at 356-5200 ext. 125. For more information, contact Kara Logsdon at 356-5200 ext. 155.

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Kara Logsdon, MA
Community and Audiovisual Services Coordinator
Iowa City Public Library
123 South Linn Street
Iowa City IA 52240
319/356-5200 ext 155 * >< * 319/356-5494 TTD/FAX
Check out The Library Channel - Cable Channel 10 in Iowa City
klogsdon@iowa-city.lib.ia.us
<http://www.icpl.org>

Health Resources @ Iowa City Public Library

123 S. Linn Street Iowa City IA 52240 319/356-5200 www.icpl.org

- **Trained staff** at the Information Desk answer questions and help locate information.
 - ✓ Call 356-5200 during regular Library hours
 - ✓ E-mail a reference question – from the Library’s home page click on
Ask a Reference Question Online
 - ✓ Personally visit the Library’s Information Desk on the first floor
- **Print resources** are located in the magazine, reference, and non-fiction collections.
- Audiovisual resources **are located in the non-fiction-on-tape, non-fiction video, and multimedia collections.**
- **On-line resources** are available through the Library’s web page.
 - ✓ This includes databases and links on the World Wide Web.
 - ✓ On-line resources are accessible at the Library on one of the Library’s computers or through the Internet from a computer anywhere in the world with Internet access.
- **Recommended web pages:**

Iowa City Public Library	Online links: Health Info @ ICPL under construction. From the Library’s homepage click on <i>Web Resources</i> and then <i>Science and Medicine</i>	www.icpl.org
Health Info Iowa	An Iowa-focused health information web site with national, state, regional, and local resources to help Iowans improve their access not only to printed information but also to agencies, organizations, and services that can help consumers meet their health information needs.	www.healthinfoiowa.org
National Library of Medicine	MEDLINE <i>plus</i> - Provides access to extensive information about specific diseases and conditions, drug information, and links to the National Institutes of Health, dictionaries, lists of hospitals and physicians, and health information in Spanish and other languages. Clinical Trials provides current information about clinical research studies for patients, family members, and members of the public.	www.medlineplus.gov www.clinicaltrials.gov